LEO BURNETT U.S.A.
AD# BHN122-C1 REQ# M21544 "DENIC DECLASSIFIED" PG 4/C BLD (8-3/4 X 11-1/2) TEST MARKET MAGAZINES
Printed in U.S.A.
ARIZONA, 1990

DE-NIC® DE-CLASSIFIED

DE-NICOTINED TOBACCO THE SMOOTH TASTE OF A LIGHT

A NICOTINE EXTRACTION PROCESS UNLOCKED THE SECRET TO CREATE BENSON & HEDGES DE-NIC®.

THE ONLY CIGARETTE MADE FROM DE-NICOTINED TOBACCO SO THERE'S LESS THAN 0.1 MG OF NICOTINE.

A SMOKEABLE CIGARETTE, WITH THE SMOOTH TASTE OF A LIGHT.

REGULAR AND MENTHOL, KINGS AND 100'S.

BENSON & HEDGES DE-NIC®

De-Nic®

NICOTINE EXTRACTED FROM FINE TOBACCOS, CREATING A CIGARETTE WITH A SMOOTH, LIGHT TASTE AND LESS THAN 0.1 MG NICOTINE.

ONLY AVAILABLE IN ARIZONA.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

6 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.

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